

Week ending issue: October 17, 2014 - Issue # 229

# **Policy**

# From the WIC Services Policy and Procedure Manual -330.50

### **Breastfeeding Duration Report**

Description This report provides breastfeeding initiation data and duration data through

24 months of age.

Data updated Monthly

Parameters Local Agency, Year

Records reported All Active infants and children less than 24 months of age

Report columns Report columns include:

• Local Agency / Clinic

Year

Initiation

• (Duration of) 1, 2, 3, 4, 5, 6, 9, 12, 18 and 24 (months)

<u>Note:</u> The years in the report detail indicate birth year. The report displays data compiled for the selected year and the previous four years for a total of five years.

Data sort order

Local Agency, Clinic

Totals available

Percentage for each column, Raw data from which the percentage was derived, (# Breastfeeding children / # Total children), State totals

Tips

- The first year of data available in this report is for children born in 2005.
- Use this report to monitor trends in breastfeeding initiation and duration.
- The data for the last three years is updated monthly. A birth year's data will not be complete until all children born that year are 2 years of age.
- If an infant or child has been terminated from WIC, they will no longer be counted in either the breastfeeding duration or total children counts past the age the infant or child was on the date they terminated WIC services.
- If a child who was ever breastfed moves to another local agency <u>after</u> their second birthday, that child's breastfeeding data is reported for the clinic where the child was Active up to their second birthday.
- If a child who was ever breastfed moves to another clinic <u>before</u> their second birthday, that child's breastfeeding data will be reported for the clinic where they were Active when they reached 24 months of age.

## **Information**

### Iowa Medicaid Portal Access (IMPA)

IMPA is now working correctly. Please start to use the IMPA system again to verify Medicaid eligibility for participants.

# **Text4baby**

Text4baby delivers health related text messages for moms who are pregnant or have an infant. Organizations can become outreach partners which can give them access to things such as promotional materials and the text4baby logo. More information about becoming an Outreach Partner can be found at the end of this Friday Facts.

# **Participant Centered Services**

## **Heart Buttons (what drives behavior)**

Nurturing- "I want to help my children be healthy and happy!" Another big heart button for WIC! Some of the things you can talk to them about is like giving them an insurance policy, for example "When you don't start solid foods early it helps to ensure their digestive health".

## Save the Date

# **Communication and Rapport Workshop**

Please see the information for the Communication and Rapport Workshop on October 29, 2014 at the end of this Friday Facts.

# WIC 40th Anniversary Trivia

# WIC 40<sup>th</sup> Anniversary Trivia Week #17

Week #16 questions with answers in bold (questions and answers submitted by Johnson County WIC Program):

 What three PATH codes designated the standard food package for a child that included peanut butter?

#### 001, 011, 031

 Who were the two fictional teens featured in the pregnancy handout 'Healthy Foods, Healthy Baby'?

#### Kim and Maria

 Who was the program assistant from Iowa State University for the Veggie Grant project done in 2002 – 2003?

Esi Colecraft

#### Week #17 questions submitted by HACAP WIC Program

- What colors were the previous diet history sheets?
- How much juice did WIC previously offer?
- What was the difference between 031 and 041 in regards to the food package in the PATH system?

# Find Us on Facebook



i https://www.facebook.com/IowaWIC

# Dates to Remember

# **2014**

# **New Employee Training Go-to-Meeting**

- NETC Go-To-Meeting (All new staff) November 6, from 8:30-11:30
- NETC Go-To-Meeting (Health Professional) November 13, from 8:30-11:30
- NETC Go-To-Meeting (Support Staff) November 20, from 8:30-11:30

# **Core Trainings**

• Communication and Rapport: October 29, 2014

# Available Formula

Product	Quantity	Expiration Date	Agency	Contact
Elecare Jr. Unflavored Powdered	2 cans	11/1/2014	Mid Sioux Opportunity	Amy Kreber 712-786-3488
Powder Vanilla Ketocal 4:1	4 containers -11 oz	11/1/2014	Webster County	Kathy Josten 515-573-4107
Boost Breeze	24 8-oz containers	11/19/2014	Broadlawns	Rose Logan 515-282-6717
Pediasure Peptide 1.0 cal 8 oz RTU	6 case and 18 cans (162 cans)	12/2014	HACAP	Angela Munson 319-393-7811
Elecare Jr. Unflavored Powdered	3 cases + 1 can	2/1/2015	Mid Sioux Opportunity	Amy Kreber 712-786-3488
Vanilla Pediasure 1.5 Calorie w/Fiber	3 cases (24 cans/case)	2/2015	MICA	Sierra Meyer 515-232-9020 x105
Elecare Jr. Unflavored Powdered	2 cases + 2 cans	5/1/2015	Mid Sioux Opportunity	Amy Kreber 712-7886-3488
Powdered Nutricia Neocate Infant DHA/ARA Amino Acid Based Infant Formula w/iron	5 cans	8/2015	North Iowa Community Action	Carla Miller 641-432-5044 X24
EleCare Jr. Unflavored, powder	12 cans, 14.1 oz	11/2015	Siouxland	Allyson Woltman 712-279-6636

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Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339; or (800) 845-6136 (Spanish).

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# Let's work together to promote this terrific resource to pregnant women and new mothers in lowa!

Approximately 1.8% of estimated pregnant women and new moms in lowa have enrolled in Text4baby since its launch. lowa ranks 46th out of the 50 states of users enrolled per 1000 estimated pregnancies and live births. We can do better!

# Become a Text4baby Outreach Partner!

Outreach Partners fill out a VERY SIMPLE online form agreeing to promote the service.

Benefits to partners include:

- ability to order FREE Text4baby promotional materials
- access to the Text4baby logo and Adobe InDesign art files for customization
- recognition on the Text4baby website and in select communications
- access to enrollment data by zip code

There is no cost to organizations wishing to partner with Text4baby.

#### Visit <a href="https://www.text4baby.org">https://www.text4baby.org</a>

- Click on the "Get Involved" button on the top of the page.
- Scroll down and select "Partners".
- Click the category that best fits your organization.
- Click on "Become a Partner".
- Click on "Become an Outreach Partner".
- Fill out the quick and easy online form....done!

# Download the Text4baby Web Enrollment Button!

Promote Text4baby directly from your organization's website!

- The enrollment button directs your website visitors who click on it to a simple registration form in a new window where they can sign up for the service.
- You can track enrollments that come from the button on your site.

#### Any questions?

Please email info@text4baby.org

Kelly Schulte, LMSW lowa Department of Public Health Text4baby lowa State Contact 515-778-2212 Kelly.Schulte@idph.iowa.gov



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# Communication & Rapport Building Skills Workshop October 29, 2014

A quality WIC nutrition assessment contains elements of both art and science to collect, evaluate and interpret the information provided by participants. Effective communication and rapport building skills foster a sense of trust and help build a relationship between participants and WIC staff. When participant-centered assessment and education techniques are used to encourage dialogue and feedback, quality information is collected for the assessment that contributes to individualized services addressing specific needs and interests. This interactive workshop for WIC nurses and dietitians will strengthen communication and rapport building skills.

#### **Agenda**

8:15	Registration

- 8:30 Setting the Stage for Quality Nutrition Services- Nikki
- 8:45 Using Stages of Change in Nutrition Assessment-Kimberly
- 9:30 Stretch Break
- 9:45 OARS and 3-Step Counseling- Holly
- 10:30 Motivational Interviewing-Nikki
- 11:15 Emotion-Based Counseling-Kimberly
- 11:30 Rolling with Resistance and Jumping over Barriers- Kimberly
- 12:00 Lunch
- 1:00 Putting it All Together with PCE-Holly
- 1:30 Videos
- 1:45 Putting Everything to Work-Introduction-Kimberly
- 2:00 Activities (Break Included)
- 3:30 CEU's and Adjourn

#### **Speakers**

Nikki Davenport RD, LD, Nutrition Services Coordinator, IDPH Kimberly Stanek, RD, LD, Community Health Consultant, IDPH Holly Szcodronski, RD, LD, Breastfeeding Services Coordinator, IDPH

This workshop is sponsored by the Iowa Department of Public Health (IDPH), WIC Program.

#### **Objectives**

- Define rapport building and describe its use in nutrition assessment.
- Describe how to use the various approaches in nutrition assessment and education.
- Identify a participant's stage of change and suggest appropriate counseling strategies.
- Identify barriers to communication and develop strategies to overcome them.
- Demonstrate non-verbal communication techniques that result in positive communication.
- Suggest at least one way to use the assessment ruler in nutrition assessment and counseling.

#### Location

The workshop will be held at the Ankeny campus of the Des Moines Area Community College. The workshops will be in Building 24- rooms 201 and 203. Parking is available at no charge. A map of the campus and directions to the campus are attached to this agenda.

#### Registration

The registration fee for each workshop is \$40.00. This fee covers lunch, breaks and print materials. You may register by:

- Mail using the enclosed registration form or
- Telephone by calling (515) 964-6800 or 1-800-342-0033 or
- Register online at <u>https://ce.dmacctraining.com/dmacc2/public/store/search.do?navigator=courseCategories</u> (just type communication in the search box to find our workshop)

Space is limited to 45 participants. Pre-registration is required by October 22.

This event would only be cancelled due to natural or political catastrophes with notice provided to all registrants via phone and email.

#### **Continuing Education**

- 0.62 CEUs have been approved for nurses through Nursing Provider Number 22.
- Certificates of attendance will be provided to dietitians.

To receive a certificate of attendance, nurses and dietitians must attend the session in full.

#### **Breastfed Infants Welcome**

Mothers may bring quiet breastfeeding babies less than 6 months of age to the workshops. Due to the professional nature of the sessions, mothers are expected to care for their babies outside the meeting room when needed. Mothers are strongly encouraged to bring a support person along to provide baby care outside the meeting room.

#### Questions?

If you have questions about registration, please call (515) 964-6353. For questions about the agenda, please call (800) 532-1579 and ask for Nikki.

# REGISTRATION



# Communication & Rapport Building Skills Workshop AHNE 993 CRN 19018

October 29, 2014

Name:
Address:
Agency:
How did you hear about this workshop?
Required for new WIC employee Received information from MCH Agency
Daytime phone:
Social Security #:
Email address:

The registration fee is \$40 for this workshop. Please make checks payable to Des Moines Area Community College.

# Send this form and payment by October 21, 2014 to:

Des Moines Area Community College Registration Building 1 2006 Ankeny Blvd. Ankeny, Iowa 50021

